



## Mark 204

### Tourism Marketing

### 2005 Course Outline

**22 Points. Prerequisites Mark 101 or Mark 201**  
**Restriction: Mark 312**

**Course Co-ordinator:** Greg Walton, Room 1117, Rutherford House, ext 5529  
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#### Lectures

**Days, times and venues:**

Tuesday	9.30 – 10.20am	GB LT4
Thursday	9.30 – 10.20am	GB LT4
Friday	9.30 – 10.20am	GB LT4
commencing	Tuesday 5 <sup>th</sup> July	

#### Tutorials

**Days, times and venues:**

Mon	10.30 – 11.20	RLWY 414
Mon	11.30 – 12.20	RLWY 224
Thur	11.30 – 12.20	RLWY 125
Thur	12.40 – 1.30	RLWY 224
Fri	10.30 – 11.20	RLWY 314
Fri	11.30 – 12.20	RLWY 314

**Tutorials:** Tutorials begin in the third week of the course, on the week beginning Monday 18th July 2005 for the remaining 9 weeks. Tuts will usually be case study discussions and will be available from our website before your tut for advanced preparation. Be aware of the difference between tutorial attendance and participation. Your tutor will mark your participation!

**Required Text:** '**Marketing in Travel and Tourism**' by Victor Middleton. 3rd Edition 2001 (Butterworth-Heinemann). Available from Victoria Book Centre on Campus. Price, about \$93. 2<sup>nd</sup> hand copies may be available. This text will be heavily used.

**Course Description:** This course highlights the application of marketing principles to tourism industry businesses specifically at the small/medium enterprise (SME) level. The paper is an application of fundamental marketing principles (Mark 101 or 201) to one of New Zealand's most important commercial sectors. It addresses the major business and marketing decisions that tourism managers have to make in their efforts to succeed in their marketing ventures.

**Objectives:** After completion of this course, you should be able to:

- Understand marketing principles as they are applied to NZ tourism businesses.
- Understand business and marketing responses (marketing activities) to tourism opportunities.

**Expectations:** Advanced preparation and lecture participation will play a vital role in your understanding of the subject and your ability to meet assessment. Lecture notes (slides usually) will be 'downloadable' after the lecture on our Blackboard website. Workshop themes will NOT be available. Regardless whether teaching themes are available or not, there is no substitute for attendance at lectures and workshops. I refuse to compensate if you decide you have something better to do on a day/theme you miss! I don't prepare you to pass the exam. That is not my job. I will, however, meet the course objectives that I outline above.

**Format:** Various methods of teaching including lecturing, guest lecturing, facilitating debate, tutorial participation, presentation and discussion, case studies and individual written assignments will be employed in what is essentially an 'experiential learning environment.' Mark 204 will have its own site and access via VUW intranet - Blackboard. Lectures notes will be available via the site and after each lecture. You are strongly encouraged to regularly access this forum. Your responsibility.

**Assessment:** An In-term test (30 Multi-choice questions) and 2 case study assignments plus a final examination. Mark allocations are as follows: **(Strictly 2000 words for each assignment or marks will be deducted!)**

Tutorial participation (Attend 7 out of 9 Tutorials)	10%
Internal Test In Class: Tuesday 2nd August	20%
2 case study assignments as discussed in tutorials	2 x 20%
Final Examination	30%

To obtain a pass grade in Mark 204, you must obtain a minimum of 40% in the exam and 50% overall.

## Proposed Course Programme:

## Allow for flexibility

Date	Class Topic	Assigned Reading Textbook Chapters
<b>Week 1</b>		
<b>No Tutorials</b>		
5 Jul	Course Introduction, Outline and Timetable	None
7 Jul	Introducing Travel and Tourism	Chap. 1
8 Jul	Introducing Marketing: the Systematic Thought Process	Chap. 2
<b>Week 2</b>		
<b>No Tutorials, Tutorials start NEXT WEEK.</b>		
12 Jul	The special characteristics of Travel & Tourism Marketing	Chap.3
14 Jul	The Dynamic Business Environment (1)	Chap.4
15 Jul	The Dynamic Business Environment (2)	Chap.5
<b>Week 3</b>		
<b>Tutorial No 1: case study local Wellington SME</b>		
19 Jul	The Marketing Mix for Tourism Services	Chap.6
21 Jul	Market Segmentation for Travel and Tourism Markets	Chap.7
22 Jul	Guest Speaker TBA	(1 <sup>st</sup> assignment)
<b>Week 4</b>		
<b>Tutorial No 2: case study local Wellington SME</b>		
26 Aug	Product Formulation in Tourism	Chap.8
28 Aug	The Role of Price in the Marketing Mix	Chap.9
29 Aug	Information and Communications Technology	Chap.10
<b>Week 5</b>		
<b>Tutorial No 3: case study local Wellington SME</b>		
2 Aug	<b>INTERNAL TEST (IN CLASS - DURATION: 40 MINUTES)</b>	
4 Aug	Advertising and Public Relations	Chap.15
5 Aug	Sales Promotion, Merchandising, Personal Selling	Chap.16
<b>Week 6</b>		
<b>Tutorial No 4: feedback and discussion of internal test</b>		
9 Aug	Brochures, other print and electronic information	Chap.17
11 Aug	Distribution Channels in Travel and Tourism	Chap.18
12 Aug	Workshop, Internet Travel booking vs. Travel Agent, (case study)	Workshop
	(1 <sup>st</sup> assignment due 12 Aug)	
<b>NO LECTURES DURING MID-TRIMESTER BREAK</b>		
<b>[15th AUGUST to 28th AUGUST]</b>		
<b>Week 7</b>		
<b>Tutorial No 5: Feedback and discussion of first assignment</b>		
30 Aug	Direct Marketing	Chap.19

1 Sept	Workshop - Direct Marketing	Workshop
2 Sept	Marketing Research	Chap.11

### Week 8

#### Tutorial No 6: case study local Wellington SME

6 Sept	Guest Speaker, TBA	(2 <sup>nd</sup> assignment topic)
8 Sept	Workshop - Pricing, 'Seal Coast Safari Tours Ltd'	Workshop
9 Sept	Planning Marketing Strategy	Chap.12

### Week 9

#### Tutorial No 7: case study local Wellington SME

13 Sept	Planning Marketing Tactics	Chap.13
15 Sept	Planning Marketing Campaigns: budgeting and performance	Chap.14
16 Sept	Workshop - Planning Marketing Strategy and Tactics	Workshop

### Week 10

#### Tutorial No 8: revision chapters 12 & 13, marketing planning

20 Sept	Marketing Visitor Attractions	Chap.21
22 Sept	Marketing Passenger Transport	Chap.22
23 Sept	Workshop - Product Levels (revision)	Workshop

### Week 11

#### Tutorial No 9: general review of learnings, preparation for the exam

27 Sept	Marketing Accommodation	Chap.23
29 Sept	Marketing Inclusive Tours & Packages	Chap.24
30 Sept	Marketing Countries as Tourism Destinations (2 <sup>nd</sup> assignment due 30 Sept)	Chap.20

### Week 12 NO TUTORIALS

4 Oct	Guest lecturer - Destination Marketing (tbc)
6 Oct	Current or topical issues in tourism marketing
7 Oct	Course Overview and Review, Course Evaluation and Exam tips.

**Exam date TBA Exam period between 25 Oct - 6 Nov**

### ASSIGNMENTS

Internal test (Multi-choice Questions) held on Tuesday 2nd AUGUST is WORTH 20%. It's a 40 minute test of your understanding of fundamental principles and terminology of tourism marketing. It will take place during the normal lecture session.

2 Case Study Assignments to be handed in to me at the end of the lecture when due. **Assignment 1 is due Friday 12 August. Assignment 2 is due Friday 30 Sept.** Assignments are worth 20% each. Your tutor will mark your work.

**Late assignments:** In fairness to all students and to me, I will not accept late submissions. However, I am not an unreasonable person and always receptive to mitigating circumstances such as your death.

**General guidelines:** You are free to excite our senses with original and reasoned thought. In fact, it is your reasoned and innovative thought that pushes my/tutors' buttons and determines reward! You need to demonstrate your understanding and application of the marketing models and thinking we discuss in class to the marketing problems of the assignment. Be critical and objective. **Be brief and above all answer the question.** Go back and ask yourself, "have I answered the question?"

**Grievance Procedures:** If you have any problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of the School of Marketing and International Business, or the Associate Dean (Undergraduate Students) for your Faculty. The University has a well developed, independent procedure for dealing with academic grievances and complaints of this nature. These procedures are set out in Part 5 of the Personal Courses of Study Statute in the Calendar. More generally, the University has put in place a comprehensive Statute on Conduct. This Statute is printed in the Calendar and contains information about what conduct is prohibited and what steps can be taken if there is a complaint.

**Class Representation:** Victoria University operates a system of elected class representative(s) for each course (at least one representative). You have a choice. You may either elect such a person or persons to liaise with the Course Controller else, in a less formal manner use your tutor as your sounding board. (Details will be provided in the first lecture).

**Plagiarism:** Plagiarism is not acceptable in any form in Faculty of Commerce and Administration courses. Plagiarism takes many forms and includes:

- Deliberately copying another student's work;
- Copying directly from textbooks and other sources without using quotation marks and for acknowledging sources
- Not acknowledging the sources you have used in your work (i.e. you must cite all references);
- Re-submitting an assignment used in one course as an original piece of work for another course.

Work, which shows evidence of plagiarism, will be penalised in line with the seriousness of the case. This may involve work being returned unmarked.